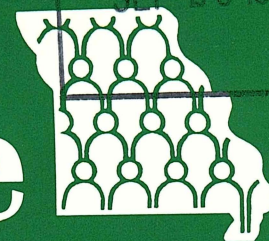


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Missouri Census Update



Missouri State Census Data Center, Missouri State Library

Summer 1998

Good count in Missouri for Census 2000 hinges on local partnerships

Since many dollars flow into local communities based on population counts, poverty levels, and other information determined by the census, local officials don't have to be "sold" on the importance of receiving an accurate census count in their community. What may be less apparent is the Census Bureau's willingness to use expertise at the local level to make that happen in Census 2000.

Each county and community in Missouri reflect a unique geography and historical development. Only people closely associated with the area can provide the insight needed to guarantee that the right preparations take place to make Census 2000 a success in their region. Realizing this fact, the Census Bureau's strategy for the upcoming census is to build partnerships with state and local governments, involving the people who are most knowledgeable about local conditions and circumstances.

Local officials can name sites where Questionnaire Assistance Centers—staffed with volunteers to assist respondents—should be located; pinpoint areas where questionnaires in other languages should be made available; note housing units that might be difficult to identify to be sure they are included in the census

address list (e.g., living quarters in commercial structures, mobile homes placed behind another residence); and develop a list of local soup kitchens, shelters, and food pantries, where people without a usual residence obtain services.

Other ideas for promoting Census 2000 at the local level include:

- Encourage your local government's participation in census geographic programs developed to update the census address list.
- Form a local complete count committee to work on census projects and publicize census activities.
- Publicize community grants that

have been awarded in your area using census statistics to prove need.

■ Emphasize the confidentiality aspect of census information. Personal information collected on census forms (even names and addresses) cannot be released to other federal departments or any other person or agency for 72 years.

■ Partner with local libraries, senior centers, literacy organizations, and religious communities to reach out to all the residents in your community.

■ Include census information and other promotional efforts in agency-sponsored community events such as parades, fairs, ethnic festivals, and other gatherings.

■ Arrange with local newspapers and publications to feature articles promoting participation in the census.

■ Mobilize a local pool of volunteers to assist census takers in areas that are difficult to enumerate.

■ Promote use of local census information in schools to illustrate how census data can be applied in local situations (general classes as well as history, mathematics, and sociology classes all lend themselves well to these projects).

■ Hold a ceremonial kickoff to publicize the delivery of census forms in April 2000.

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Workshop focuses on data delivery in 2000

The Census Bureau invited MSCDC coordinating member John Blodgett to participate in an Electronic Access & Dissemination Group workshop held in Washington, DC in July. Blodgett is director of the Urban Information Center at the University of Missouri-St. Louis.

The workshop was the second in a series the group is holding to formulate effective strategies to deal with dramatic changes being planned for how the results of census surveys will be delivered in the future.

"They are interested in improving the delivery of information both to us—the external users—and to themselves—the internal users," noted Blodgett. "Internal users at the Census Bureau require access not only to the kinds of summary results we deal with, but they also have to be able to access files behind the firewall, which are necessary for them to use when creating products for external users. It's a very ambitious project," concluded Blodgett.

The purpose of the specific workshop Blodgett attended was to focus on defining a project called "Vision, Values and Supporting Behaviors." The session, led by an outside consulting team of facilitators, first focused on identifying sets of values, goals, and requirements, followed by votes for prioritization.

"Our input was somewhat limited on some topics, since they focused on internal Census Bureau policies and ways of doing business," said Blodgett. "However, we were able to provide important feedback when the discussion moved to identifying what end users really needed in Census Bureau products."

Throughout the workshop, there was repeated emphasis on issues related to user feedback and data integration. "In one session, the group was asked to identify corporate values that would drive the project. Subgroups were formed, lists were compiled, combined, refined, and finally a vote was taken to determine relative importance," said Blodgett. "The number one value identified in the session was 'user focus.'"

The data integration concept is the vision of a unified system where all of the bureau's resources and products—especially the metadata—are made available in a consistent fashion that facilitates users being able to combine all of the pieces. "Of course, this is not a new idea," said Blodgett. "These ideas go back at least to the Diamond Team Project that spawned the Data Access Dissemination System (DADS) several years ago. Still, these workshops represent an expanded emphasis and commitment to that vision."

Overall, the emphasis of the workshop was on the "whats" and "whys," with only a very broad look at the "hows." Blodgett reported that no specific recommendations or decisions were made regarding system capabilities or products that might ultimately result from these efforts.

Approximately 25 people participated in the workshop. George Baldwin represented the Census Information Center Program, the cooperative program between the Census Bureau and five national non-profit organizations representing interests of racial and ethnic communities. "In addition, several representatives from the Census Bureau who are familiar to those of us in the State Data Center Program participated," said Blodgett.

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For more information about the newsletter or the State Census Data Center, contact the MSCDC Coordinator, Missouri State Library, P.O. Box 387, Jefferson City, Missouri 65102-0387; tel: 573-526-7648; <http://www.oseda.missouri.edu/mscdc/index.html>.

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FYI

The last issue of *Missouri Census Update* announced that population projections for Missouri counties up to the year 2025 would be released this summer; however, the release date has been moved to this autumn. Watch for details in the next issue of *Missouri Census Update*.

MSCDC Economic Report Series

Staff at the Center for Economic Information at the University of Missouri-Kansas City have completed two new reports in the MSCDC Economic Report Series. Dr. Peter Eaton's study, *Welfare Reform in Missouri*, assesses welfare reform since the passage of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 devolved responsibility for the administration of welfare to the states. Michael Kelsey's report, *Regional and National Export Trends in Missouri*, examines Missouri's export activity relative to other regional states over the past 10 years, both in terms of sector activity and export destinations.

Highlights from Regional and National Export Trends in Missouri:

- ✓ Missouri ranks second only to Colorado in regional export activity.
- ✓ Missouri has substantially increased export activity to Mexico over the past 10 years.
- ✓ Within the manufacturing sector, the chemical sector is the dominant export industry in Missouri (1.53 billion in 1997).

Highlights from Welfare Reform in Missouri:

- ✓ Analysis of the relationship between the reduction of welfare re-

cipients and the prolonged economic expansion of the 1990s

- ✓ Development of a regression model to explain the county-to-county and year-to-year variation in the number of welfare recipients in Missouri counties



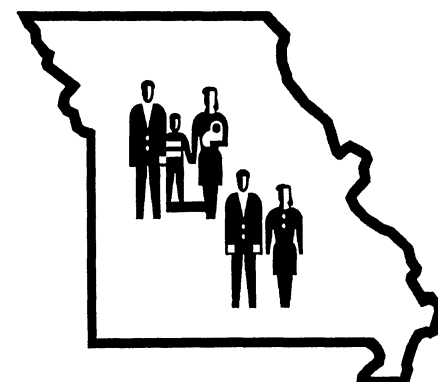
Both reports are available on the Center for Economic Information (CEI) Web site at <http://cei.haag.umkc.edu/cei/EconRep/index.html>. To request paper copies of the report, contact the center at 816-235-1394.

1997 population estimates by age and gender

Age	Missouri Total	Male	Female
0-4	366,774	188,085	178,689
5-9	390,806	200,173	190,633
10-14	400,505	205,402	195,103
15-19	402,250	206,192	196,058
20-24	344,449	173,523	170,926
25-29	357,308	177,418	179,890
30-34	398,332	196,943	201,389
35-39	451,507	223,035	228,472
40-44	421,228	206,892	214,336
45-49	362,717	176,407	186,310
50-54	304,009	147,464	156,545
55-59	245,980	117,948	128,032
60-64	215,598	102,078	113,520
65-69	206,419	94,031	112,388
70-74	185,093	81,291	103,802
75-79	150,580	61,356	89,224
80-84	103,687	37,039	66,648
85+	94,816	25,915	68,901
Total	5,402,058	2,621,192	2,780,866

The Census Bureau recently released 1997 population estimates providing age and gender breakdowns by state. The new estimates indicate that of the 5,402,058 people living in Missouri in 1997, 2,780,866 were female and 2,621,192 were male.

The full report, which includes estimates by single year of age, is available on the Missouri State Census Data Center web site at www.oseda.missouri.edu/mscdc/moa/popests/moage97.html. For a paper copy of the report, contact the Census Data Center at the State Library at 573-526-7648 or 800-325-0131, ext. 10 (toll-free in Missouri).



Preparing for Census 2000: training sessions held throughout Missouri

The U.S. Census Bureau and the Missouri State Census Data Center worked in conjunction with affiliates and local governments this summer to provide regional training workshops for the Census 2000 Address List Review Program. The workshops explained how participation in the program can ensure a more accurate count in Missouri towns and counties in Census 2000.

After the 1990 census, local government officials expressed concern about the completeness of the census and their need for address information that would make the census address list more accurate.* As a result, Congress passed the Census Address List Improvement Act of 1994 to pave the way for valuable local review and input prior to Census 2000. This law directs the Census Bureau

to provide an opportunity for every local government to review the census address list for accuracy and completeness before it is used to deliver Census 2000 mail-out/mail-back questionnaires. The law also requires that this review process adhere to the confidentiality provisions under which the Census Bureau operates as specified in Title 13, U.S. Code.

Census Address List Review training focused on:

- Using materials supplied by the Census Bureau to complete the Address List Review
- Identifying records and resources available in Missouri towns and counties to accomplish the Address List Review in individual communities

- Noting "special places," such as nursing homes, dormitories, and treatment centers when making local reviews
- How to make correct updates to the Census Bureau-supplied address list and maps

Sessions were held in Town and Country, Pomona, Sikeston, Farmington, Warrenton, Jefferson City, Kansas City, Hannibal, Kirksville, Joplin, Springfield, St. Joseph, Clinton, and Chillicothe.

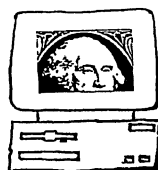
* Local officials were only allowed to review block summary listings—which provided the block number and the corresponding total residential address count—prior to the 1990 census.

Source: *Address List Review Opportunity 1998: Participant Guide* (Geography Division, U.S. Bureau of the Census, May 1998).

1997 Statistical Abstract for Missouri

The Business and Public Administration Research Center (BPARC) at the University of Missouri-Columbia has announced the publication of the *1997 Statistical Abstract for Missouri*. The \$30 publication is a convenient reference book with economic and demographic summary statistics for Missouri. To view the online version of the publication or to access an order form for the paper report, go to the BPARC Web site at <http://tiger.bpa.missouri.edu/Research/Centers/bparc> and select "publications." The paper copy of the publication can also be ordered by calling the center at 573-882-4805.

Geographic information systems (GIS) start-up grants available to local governments



The Environmental Systems Research Institute (ESRI) is sponsoring a grant program to foster and support the integration of GIS software into local governments. ESRI will provide software and training to a total of 100 local governments within the United States, at a total program cost of \$2.4 million.

Councils of governments, metropolitan planning organizations, county governments, and city governments are all eligible to apply for the ESRI grants. Priority will be given to proposals that:

- ✓ demonstrate collaborative efforts with multiple departments
- ✓ promote public access to GIS databases
- ✓ communicate innovative government through the use of GIS provisions

Applications for the grant program will be accepted until February 1, 1999. Additional information about the ESRI Grant Program can be obtained at <http://www.esri.com/industries/localgov/grants.html>, or by contacting Christopher Thomas at 909-793-2853.



Useful bookmarks on the web

Missouri Department of Labor and Industrial Relations

[http://www.dolir.state.mo.us/
dolir1a.htm](http://www.dolir.state.mo.us/dolir1a.htm)

Labor market information, including employment and unemployment data, wage data, labor availability, and a variety of other information designed to help understand labor market conditions. Also includes information about employment services, Worker's Compensation, child labor and minimum wage laws, and related topics.

Geospatial and Statistical Data Center at the University of Virginia

[http://fisher.lib.virginia.edu/reis/
county.html](http://fisher.lib.virginia.edu/reis/county.html)

Provides easy access to Regional Economic Information System (REIS) data from the Bureau of Economic Analysis. Information is provided down to the county level (counties in Missouri included) for the years 1969 up to the most current year available (1996). Categories include:

- personal income by major source and earnings by industry
- total full- and part-time employment by industry
- regional economic profiles
- transfer payments
- farm income and expenses

► Good count

continued from page 1

Whether you are a regional planner, librarian, government official, or other data user/disseminator, be creative and become involved in local

A-Z list launched on MSCDC Web site

In keeping with a popular option on the Census Bureau's homepage, the Missouri State Census Data Center launched its own version of an A-Z Web list this summer. The project was implemented after the MSCDC Internet Committee suggested the addition in an effort to make the site easy to use and to promote consistency with the Census Bureau's Web site. The MSCDC Internet Committee evaluates the MSCDC Web site on an ongoing basis and is comprised of MSCDC coordinating, affiliate, and associate members.

To view the MSCDC A-Z list, visit the homepage at www.oseda.missouri.edu/mscdc/index.html. Con-

tact any of the persons listed below to suggest additions to the A-Z list.

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Evelyn Cleveland

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Office of Social and Economic Data
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Easy access to ancestry data on the Internet

In 1990, the United States had 66,492 persons of Turkish ancestry, about equally divided between native born and foreign born. Their median age was 32.8 years; approximately 41 percent had earned a bachelor's degree or higher; 66 percent were in the civilian labor force. Their median household income was \$37,091.

This demographic sketch comes from the Census Bureau's Web site (www.census.gov/population/www/ancestry.html) and is based on a profile created using their 1990 ancestry lookup tool. The tool can be used to profile any of 70 ancestry groups. From Acadian/Cajun to Yugoslavian, the profile provides such characteristics as age, gender, marital status, fertility, household size, education, ability to speak English, labor force status, income, poverty, mortgage, and median rent at the national level. The site also directs users to other Census Bureau sources of ancestry data for smaller geographic areas, such as states, counties, cities, and census tracts.

Sources: *Census and You*, May-June, 1998 and *Profiles of Our Ancestry: Selected Characteristics by Ancestry Group* (CPH-L-149).

census activities. Develop ideas you think will be well received in your own locality. Involve people who might not always speak for your city or county, since fresh voices can increase interest in a project.

Finally, share your strategies with

other communities, the Missouri State Census Data Center, and the Census Bureau. With this approach, the pool of ideas for local activities to promote the census will continue to grow as we move toward April 1, 2000.

Census Bureau hiring workers in Missouri

The Census Bureau needs men and women in Missouri to fill important, temporary jobs related to Census 2000. The first phase, called "address listing," began at the end of July and involves smaller towns and counties where people don't have city-style addresses. Nationwide, approximately 24,500 address listers and 6,100 crew leaders will drive down every country road and lane in the nation to make sure that the address of every place where someone lives, or could live, is properly listed on the records and maps that the U.S. Census Bureau will use to deliver census questionnaires in the year 2000.

Address listers will interview residents to determine the most accurate address for every house, apartment, building, cabin, campground, military base, converted barn, mobile home, or other habitable structure. If

a dwelling doesn't have a street address, address listers will mark the location on a map and provide a brief, precise description. They will also list new houses and note the location of abandoned or demolished structures.

Because good addresses are critical to an accurate census, "address listers must completely cover the area they are assigned," says Lori L. Putman, a Census Bureau recruiting specialist for address listing. "In some places... you may find a mailbox beside a dirt road that leads to an oil well. That means you can't be sure of the number of houses by simply counting the number of mailboxes by the side of the road. You have to follow every road and verify whether it leads to a place where someone could live."

Address listers must be familiar with the areas on their maps, so they almost always work near home. The jobs are open to retired people, most

current federal government employees, students, people who want to work a second job-anyone over age 18 who passes the test and has four to five hours available during the day or the evening and on weekends. U.S. citizenship is required, except where specific language needs exist and a qualified U.S. citizen is unavailable. Address listers must have a drivers license and reliable transportation. The Census Bureau is also seeking people who are bilingual, particularly in Spanish. In return for being careful and accurate, address listers will receive 31 cents per mile in addition to an hourly rate above minimum wage.

For information about Census 2000 job opportunities and testing times and locations in your area, call 888-325-7733.

Source: "Working for the Census Bureau: Help 'Put Your Town on the Map,'" Customer Liaison Office, U.S. Bureau of the Census.

Calendar

October 14-16

National State Census Data Center/Business and Industry Data Center annual meeting at the Holiday Inn Hotel and Suites in Alexandria, Virginia. For additional information or to request registration material, contact Debbie Pitts at 573-526-7648 or Carol McDaniel at 301-457-2308.

October 18-20

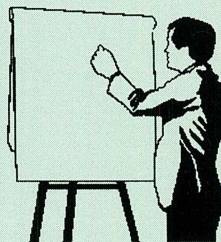
Missouri Community Betterment Conference/Missouri Rural Opportunities Council Annual Meeting at the Holiday Inn Select in Columbia. Contact The Missouri Rural Opportunities Council at 573-751-1238 or view conference information and register online at www.ecodev.state.mo.us/ded/default.htm.

November 22-24

Missouri Association of Counties Annual Conference in Kansas City at

Hyatt Regency Crown Center Hotel. For additional information, contact the association at 573-634-2120.

MSCDC Annual Conference



The Missouri State Census Data Center Annual Conference was held on July 15, 1998, at the Capitol Plaza Hotel in Jefferson City. The conference highlighted new census products from MSCDC and upcoming plans for Census 2000. Presenters included two representatives from Census Bureau headquarters in Washington, D.C. and three representatives from the Kansas City regional office.

Attendance at the conference totaled 76, and included participants from state agencies, libraries, regional planning commissions, and local governments. Many who attended the conference participated in the pre-conference training sessions, which covered geographic information systems, Internet sources, and business demographics.

New population estimates for Missouri counties now available

1997 estimates of the resident population of counties in the United States by age, race, sex and Hispanic origin are now available from the U.S. Bureau of the Census and the Missouri State Census Data Center. The new estimates time series applies to July 1 of each year, beginning with 1990 and extending to 1997. Demographic detail is given for:

- Eighteen age groups (0-4, 5-9, ... , 80-84, and 85 years and over)

- Males and females
- Six race/ethnic groups
- White non-Hispanic
- White Hispanic
- Black
- American Indian, Eskimo and Aleut
- Asian and Pacific Islander
- Total Hispanic (all races).

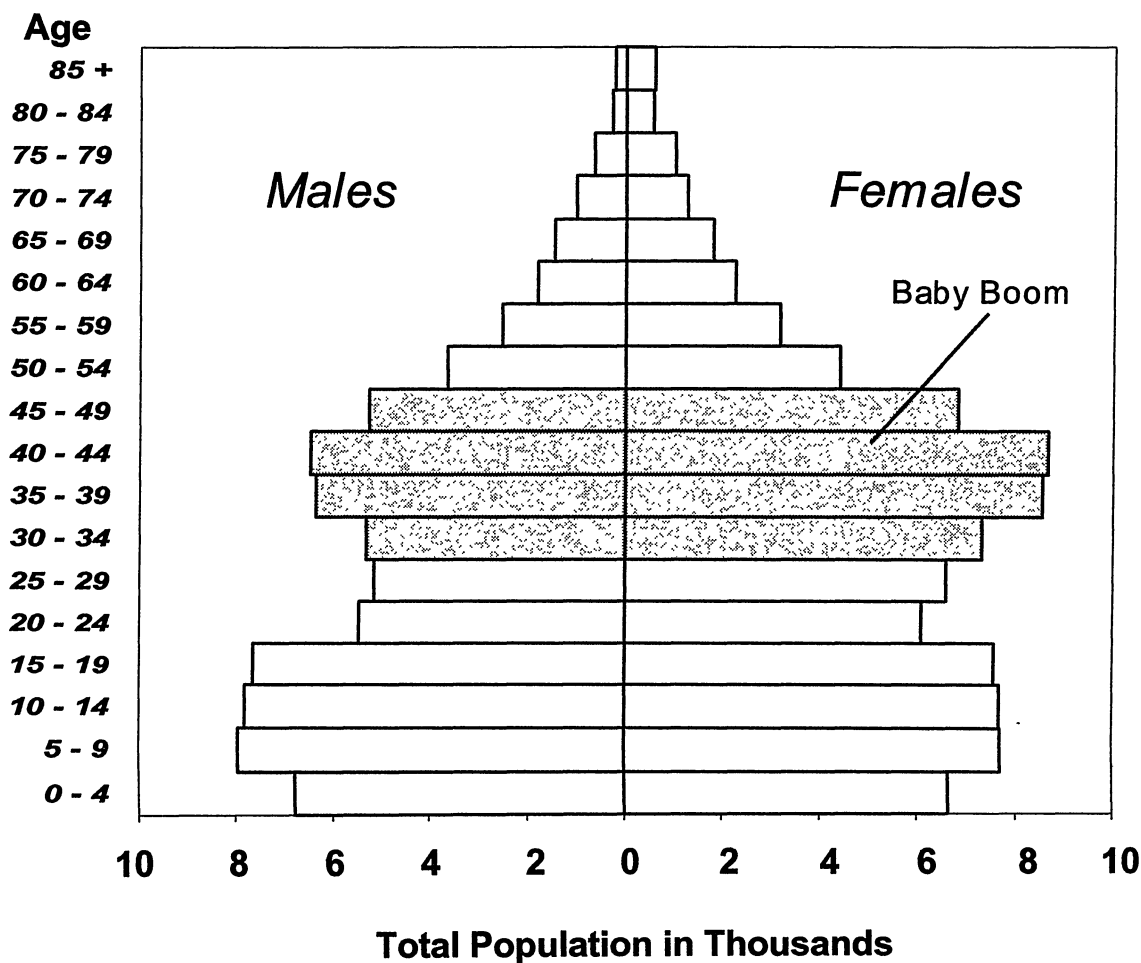
The estimates are consistent with recent age-sex state estimates and total county population estimates pre-

pared through the Federal-State Cooperative Program for Population Estimates

Estimates for all U.S. counties may be accessed at the Census Bureau's Web site (www.census.gov/population/www/estimates/popest.htm).

Spreadsheet-formatted Missouri county data may be obtained on MSCDC's Web site (www.oseda.missouri.edu/mscdc/whatsnew.html).

Age-Sex Distribution of St. Louis County's Black Population: July 1997



Missouri Census Update



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Census 2000 and children

In 1990, more than half of the people missed by the census were children, even though children comprise about 26 percent of the population. Among children of color, the undercount rates were estimated to be significantly higher.

Census 2000 will count households, working parents, students,

young children, and a host of variables used to provide accurate profiles about American families and to allocate funding for education, child care, public health care, transportation, and housing. Census 2000 will affect funding formulas that determine the distribution of \$180 billion in federal funds for key services, and that doesn't in-

clude state funding allocations.

Kids' advocates need to be informed to ensure a fair, accurate census for the year 2000. You can sign up for a Census 2000 Initiative news alert to keep you posted in key policy decisions affecting Census 2000; e-mail TerriAnn Lowenthal at terriann2k@aol.com to subscribe.

Census Bureau reports more than 3 million young adults constitute "dropout pool"



According to the Census Bureau's Current Population Survey, 13 percent (3.1 million) of the nation's young adults between the ages of 18 and 24 (in October 1996) belonged to a so-called "dropout pool," meaning they were neither high school graduates nor enrolled in school.

The survey also indicated:

■ More than one-fourth (70.3 million) of the nation's residents were

enrolled in regular schools (i.e., schooling that leads to a high school diploma or college or postgraduate degree); this includes 4.2 million in nursery school, 4.0 million in kindergarten, 31.5 million in elementary school, 15.3 million in high school, and 15.2 million in college.

■ Nationwide, 11 percent of elementary school students and eight percent of high school students attended private schools.

■ Nearly three out of every 10 high school students ages 15 and over held jobs in October 1996.

■ The annual high school dropout rate (from grades 10-12) was 4.7 percent; this rate indicates the proportion of students who dropped out of school in a single year.

■ About four of every 10 college students were 25 years old or over and 55 percent were women.